

an advertisement for an advertiser, the television monitor screen to display information in said second area for specifying an address of a location in a global data communication system where the advertiser can be contacted.

27. (New) Apparatus according to claim 26, the other information specifying a URL of the advertiser for enabling a viewer to contact the advertiser through the Internet.
28. (New) Apparatus according to claim 26, wherein the second area is displayed in the form of a stripe that runs across a lower portion of the television monitor screen.
29. (New) Apparatus according to claim 26, wherein the television monitor screen has a total height, and wherein the second area has a height that comprises about 12% of the total height.
30. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during a time that the first area of the television monitor screen is displaying a program, displaying textual information in said second area that is received from the Internet.
31. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, after transitioning from the time that the first area of the television monitor screen is displaying the advertisement to a time that the first area is displaying programming content, continuing to display said second area.
32. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display in said second area at least one other URL.

33. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display in said second area one or more of the following:

- at least one promotional message from the advertiser;
- a logo associated with a provider of the television signal.

34. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, the advertisement showing a plurality of products, to display in said second area other information comprising at least one of information for identifying a provider of each of said plurality of products, and information for identifying a URL of a provider of each of said plurality of products.

35. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to change at least once the content of at least some of the information displayed in said second area.

36. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display further information in said second area, the further information comprising an identification of the advertiser, the identification being displayed such that it extends beyond a top border of said second area into the first area.

37. (New) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display further information in said second area, the further information being selected at least in part as a function of a type of program with which the advertisement appears.

38. (new) Apparatus according to claim 26, wherein said unified television signal is configured to cause said television monitor screen, during the time that the first area of the television monitor screen is displaying the advertisement, to display further information in said second area, the further information being selected at least in part as a function of a type of viewing audience of a program with which the advertisement appears.

#### REMARKS

The attached pages show the changes that were made to the claims.

Claims 26-38 are apparatus claims that are fully supported in the specification and drawings as filed. A favorable consideration that results in the early allowance of claims 1-38 is earnestly solicited.